ABSTRACT

THE ROLE OF ASSOCIATION OF TRAFFIC ENGINEERING AND ROAD ENVIRONMENT RESEARCH CENTER OF ROAD AND BRIDGES IN SOCIALIZING **"RUANG HENTI KHUSUS"** *PROGRAM TO MOTOR RIDER GROUP IN BANDUNG*

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This research was conducted with the intention to describe the role of Traffic and Environmental Engineering Center for Research and Development Road and Bridge Road in disseminating the program "Ruang Henti Khusus" *special two wheels in* Bandung. *By using role indicators, such us : plan-to-do, action-to do, message to tell,used media and evaluation.*

This research is a qualitative research using descriptive method. Technique of data collection is using interview, observation, book study and online data observation. This research information is gained from Association of Traffic engineering and road environment,that consists of 2 (two) elements, 1 (one) officer from Traffic Directorate Polrestabes Bandung *and 3 (three) Motor Riders.*

According to this reseacrh, found that ***planing*** *which being done by Association of Traffic Engineering and Road Environment Research in socializing* "Ruang Henti Khusus" *to Motor Riders in* Bandung *is refers to find out about background of the* "Ruang Henti Khusus" *program, purpose of* "Ruang Henti Khusus" (RHK) *and public target or object from the socialization of* "Ruang Henti Khusus" *program* (RHK). ***Activity*** *which being acted by Association of Traffic Engineering and Road Environment Reseacrh in socializing* "Ruang Henti Khusus" *program to Motor Rider in* Bandung *is done continually and this activity has barries, such as allowance barrier and the damage of socialization-used media.* ***Message*** *to tell by Association of Traffic Engineering and Road Environment Research in socializing* "Ruang Henti Khusus" *program to Motor Rider in* Bandung *is an interpersonal communication, group communication, and mass communication. Messaging techniques used are informative message, persuasive message and instructive message. Media which in being used by Association of Traffic Engineering and Road Environment Research in socializing* "Ruang Henti Khusus" *program to Motor Rider in* Bandung *is print-out media and electronic media.* ***Evaluation*** *which is being done by Association of Traffic Engineering and Road Environment Research in socializing* "Ruang Henti Khusus" *program to Motor Rider in* Bandung *is to find out the result has been reached after the socialization.*

Researches obtain a conclusion that association of traffic engineering and road environment research center and road&bridge development in socializing "Ruang Henti Khusus" *program to Motor Rider in* Bandung *has a very important role, to solve the road traffic problem which also being helped by the other co related sides. It also makes a partnership building in co related instances and the traffic road users. Researches obtain a conclusion that association of traffic engineering and road environment research center and road&bridge development should be more innovative and more, so targets are not tracked obtain such information.*